



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460**

**OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION**

September 27, 2016

Arjun Channi  
Regulatory Strategy Lead  
Reckitt Benckiser  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, NJ 07054

Subject: Notification per PRN 98-10 – Addition of marketing claims and other minor modifications  
Product Name: White  
EPA Registration Number: 777-128  
Application Date: July 29, 2016  
Decision Number: 520471

Dear Mr. Channi:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Antimicrobials Division (AD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance.

If you have any questions, you may contact Tara Flint via email at [flint.tara@epa.gov](mailto:flint.tara@epa.gov) or Eric Miederhoff at [Miederhoff.eric@epa.gov](mailto:Miederhoff.eric@epa.gov).

Sincerely,



Eric Miederhoff  
Product Manager 31  
Regulatory Management Branch I  
Antimicrobials Division (7510P)  
Office of Pesticide Programs

<< FRONT PANEL >>

**ACTIVE INGREDIENTS:**

Alkyl dimethyl benzyl ammonium chloride	0.960%
Octyl decyl dimethyl ammonium chloride	0.720%
Dioctyl dimethyl ammonium chloride	0.288%
Didecyl dimethyl ammonium chloride	0.432%

**OTHER INGREDIENTS:** 97.600%  
**TOTAL:** 100.000%

KEEP OUT OF REACH OF CHILDREN

**DANGER:** See (side) (back) panel for additional precautionary statements.

**NOTIFICATION**

777-128

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

09/27/2016

(NET CONTENTS:) 41 FL. OZ. (1 QT. 9 FL. OZ.) 1.21 L 90 FL. OZ. (2 QT. 26 FL. OZ.) 2.66 L  
X FL. OZ. (X PT. X FL. OZ.) X mL X FL. OZ. (X QT. X FL. OZ.) X L

<< FRONT / BACK PANEL >>

EPA Reg. No.:	777-128			
EPA Est. No.:	777-MO-001	61203-MA-1	54487-GA-1	777-POL-001
	11525-IL-1	33590-MA-3	498-IL-1	777-IL-1
	13891-IN-1	475-MO-1	11525-RI-1	
	69209-MA-001	777-PA-001	58996-MO-1	

(See) (bottom) (or) (side) (for) (Lot) (/) (Date) (code)

<< BACK PANEL >>

Questions? ☎ (Call:) (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx)  
For ingredient (and other) information, [www.rbnainfo.com](http://www.rbnainfo.com)  
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)  
Made in {insert country} © {year} RB  
Contains no phosphates  
This (bottle) (container) is made of 25% post-consumer recycled plastic.

Company graphic logo  **Reckitt Benckiser** HEALTH • HYGIENE • HOME

<< NOTE: Any claim may appear on either FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>

<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

(New) (&) (Improved <sup>††</sup>) (Now With) (Formula) (Longer Lasting Scent<sup>††</sup>) (Gentle(r) Scent<sup>††</sup>) (Strong(er) Scent<sup>††</sup>) (Scent) (Easy Grip Bottle)

<< PACKAGING CLAIMS >>

(Bonus) (Great) (Trial) (Trial Size) (Value) (Super) (X) (Twin) (Savings) (Pack) (Size)  
Buy X Get X Free  
Child resistant cap  
(Convenience) (Convenient) size  
(Easy) (Convenient) (Simple) to (use) (handle) (grip)  
Easy pour (bottle) (container) (with dosing cap)  
Free Sample  
(More than) 50% Free  
No mess dosing cap  
Not for retail sale

Pour with confidence  
(Sample) (Trial) size  
(Sample) (Trial) pack  
Unique design  
(With) dosing cap  
X(%) (fl. oz.) (x) (Free) (Bonus) (More<sup>††</sup>) (Off) (Liquid) (Loads)  
Use X(%) (fl.) (oz) (x) less per load<sup>†</sup> for the same (trusted Lysol) result  
(Now) (Sanitize) (Good For) X(x) (More<sup>††</sup>) Loads

\$X Off (your next purchase of (x) Lysol® Laundry Sanitizer product) ((41) (X) fl. oz. or larger)  
Case value 1/100 of 1¢  
Consumer and Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCT AND QUANTITY STATED.  
NOT TO BE COMBINED WITH ANY OTHER COUPON(S).  
LIMIT OF TWO (2) LIKE COUPONS IN SAME SHOPPING TRIP. VOID IF REPRODUCED, PURCHASED, TRADED OR SOLD.  
ANY OTHER USE CONSTITUTES FRAUD.  
Consumer: You pay any sales tax.  
Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with (RB) (Reckitt Benckiser LLC) Coupon  
Redemption Policy: face value 8¢  
Send coupons to: Reckitt Benckiser LLC, Inmar Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840  
Expires {Insert Date}  
Good only in the U.S.A.  
Manufacturer's Coupon  
Void where prohibited

**<< BOTTLE CAP PACKAGING CLAIMS >>**

(Dosing) (Measurable) (Measuring) (cap)  
x fl. oz. (size) (bottle) (with) (easy to use) (dosing cap)

**<< FRAGRANCE CLAIMS >>**

Clean	Lavender	Linen	(Fragrance)
Crisp Linen	Lavender Field	Original	(Scent(ed))
Energy			(Breeze)(Bloom(s))
			(Soft(ly))(Fresh)

Unscented  
(Free) (and) (Gentle) (Natural) Scent  
Fresh Meadow  
(Sport(s)(y))  
(No) Fragrance (Free)  
(Spring)  
(Cotton)

**<< MARKETING CLAIMS – General >>**

(Dilutable) (Easy to Use) (Pourable) (formula)  
Bleach free  
Chlorine free  
Clean(s) and fresh(ens)  
(Contains) 0% bleach (,) (so it's) (suitable) (to) (for) (use) (on) (with) (both) (white(s)) (and) (color(s)) (colored) (clothes) (clothing)  
(Contains) (0%) (free from) (No) bleach (odor) (fumes)  
Free from (chlorine) (bleach)  
Fresh (clean) scent  
Hygienically clean (and) (fresh) (laundry) (linens) (and) (clothes)  
(It) Contains 0% bleach so it's suitable to use with both white(s) and (color(s)) (colored) (clothes) (clothing)  
(Just) add Lysol® Laundry Sanitizer {insert Lysol® brand name} (to your normal wash(ing) routine) (after adding your detergent) (during the rinse cycle)  
Just add to (wash) (rinse cycle) for hygienically clean laundry

Lysol® Laundry Sanitizer ({insert Lysol® brand name}) is an additive that kills 99.9% of bacteria\*\*\* (even below 30°C) (so you can be confident) (that your laundry is sanitized and hygienically clean) (with every wash) (every time) (whatever temperature you wash at)

Lysol® Laundry Sanitizer ({insert Lysol® brand name}) is an additive that kills 99.9% of bacteria\*\*\* (to give your clothes) ({insert surfaces – page 3}) (the hygienic clean you're looking for)

No harsh chemical (residue) (smell) (fumes)

(Sensitive) (Gentle) (laundry) formula for clothes

(Contains) The power of Lysol®

Ultimate (hygienic) laundry (experience)

(Versatile) laundry sanitizer (formula) (product)

When you wash (your laundry) (at temperatures below) (X°C) (60°C) (X°F) (140°F) (in warm water), bacteria can survive, and (can) be transmitted between (garments) (clothes) in the same (wash) (load)

When you wash (your laundry) (at temperatures below) (X°C) (60°C) (X°F) (140°F) (in warm water), bacteria could survive, and (could) be transmitted between (garments) (clothes) in the same (wash) (load)

When you wash your clothes in cold water, bacteria can survive (and be transmitted between garments in the same (wash) (load))

When you wash your clothes in cold water, bacteria could survive (and be transmitted between garments in the wash same (wash) (load))

(Clean(s)) (Sanitize(s)) Without the harshness of (chlorine) bleach

(X) Box Tops for Education

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Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

See back or sticker for details or rules or instructions

See details or rules or instructions [on] [back or sticker]

Go to [boxtops4education.com](http://boxtops4education.com) for details

(x) Box Tops on (back) (side) (of) (pack) (label)

(x) eBoxTops™ No Purchase Necessary see (side) (back) for details

You could win the (x) (golden) Box Tops

Enter this code online at (enter URL here) with code (x) and see if you've won

(x) prizes to win!

Worth (x) eBoxTops™

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Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

#### << USAGE CLAIMS – General >>

Can be used on most (fabrics) (including) (whites) (and) (colors)

(Even) For use in (any) (cold) (warm) (and) (&) (hot) water (temperature)

Gentle on (most) (clothes) (delicates) (fabrics)

Gentle on (most) (whites) (light) (and) (&) (dark) clothes

(Just) add to (rinse) (rinse cycle) (routine) (fabric softener) (drawer) (compartment)

Proven to work at in rinse cycle temperatures as low as 20°C

Single (use) (dose) (package) (packet)

Suitable (to) (for) use on (most) (fabrics) (baby's clothes) (kid's clothes) (whites) (and) (&) (colors) ({insert surfaces from Page 4})

Suitable (on) (for) (most) fabrics ({insert surfaces – Page 4})

Suitable for both (high efficiency) (HE) (and) (regular) (conventional) (washers) (washing) (machines)

Works (even) (at) (in) (low temperatures) (cold water)

For Standard (&)(and) (High Efficiency) (HE) Machines

#### << CLEANING & DEODORIZING CLAIMS >>

Conditions fabrics and soften fabrics

Deodorize(s) (laundry machine) (and) (clothes)

(With) odor control technology

Freshens laundry

Give your clothes the ultimate Lysol® experience

Helps soften your clothes  
It's Lysol® Clean(!)  
Kills hidden odors  
Lasting (fresh) (fragrance) (scent)  
Long lasting freshness  
Removes stiff-feeling on fabric  
Regain your cloth/towel soft and fluffy feeling after wash  
Removes static cling from fabrics  
Softens fabrics  
(Unlike laundry detergent) removes odor causing bacteria from clothes (and) (machine)

**<< ALLERGENS CLAIMS >>**

(Helps) Remove(s) allergens (from your laundry)<sup>†</sup>

**<< SUPPORTING CLAIM QUALIFIER – must appear before 'Directions For Use' on Back Panel label >>**

† (This product) removes the following allergens: (cat dander) (cockroach debris) (cockroach matter) (cockroach particles) (dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (hair) (pet dander) (pet hair) (and) (pollen particles) (from) (timothy grass).

**<< SANITIZING CLAIMS >>**

2-In-1: Softens and Sanitizes  
2-In-1 Solution: Deodorize(s) and Sanitize(s)  
An effective laundry sanitizer\*\*\* (for use on {insert surface – page 4})  
Contains active to kill bacteria\*\*\*  
Dial down to cold, (still) kills (99.9%) bacteria\*\*\*  
(Also) (Kills) (Eliminates) (Removes) 99.9% of bacteria\*\*\* (in your laundry)  
(Kills) (Removes) odor-causing bacteria\*\*\*  
Kills (99.9%) bacteria\*\*\* (including those) (that) laundry detergents (may) (can) leave behind  
Kills 99.9% of bacteria\*\*\* in rinse (cycle)  
Kills 99.9% of bacteria\*\*\* that could cause skin infections (such as) ({insert organisms})  
Kills 99.9% of bacteria\*\*\* to stop the transmission from (clothing to clothing) (garment to garment) in the same (wash) (load)  
Kills 99.9% (Staphylococcus aureus) (and) (&) (Klebsiella pneumoniae)\*\*\* that could cause skin infections  
Kills 99.9% of common bacteria\*\*\* that could be found in laundry  
Kills 99.9% of the following bacteria\*\*\* (in 16 minutes) {insert organisms and appropriate contact time – page 4}  
Kills 99.9% of the bacteria\*\*\* you can't see {insert organisms – page 4}  
(Sanitizer) (Sanitizes)  
Sanitizes and softens  
Sanitizes bacteria\*\*\* in rinse  
Sanitizes bacteria\*\*\* you can't see  
Sanitizes without (chlorine) bleach  
Sanitizes your laundry  
Soft on (clothes) (fabrics) (laundry), tough on bacteria\*\*\*  
(This product) is a sanitizer for use in your laundry's rinse cycle (in 16 minutes) against Staphylococcus aureus and Klebsiella pneumoniae  
(This product) Kills 99.9% of (Staphylococcus aureus) (and) (&) (Klebsiella pneumonia) (in your laundry) (in 16 minutes).  
Kills 99.9% of bacteria without the harshness of bleach<sup>†††</sup>  
Kills 99.9% of bacteria while remaining (gentle) (soft) on (your) (all) (most) (clothes) (fabrics)

**<< SUPPORTING CLAIM QUALIFIERS – must appear before 'Directions For Use' on Back Panel label >>**

**<< Sanitization – Bacteria (Laundry) >>**

\*\*\* Kills 99.9% of (Staphylococcus aureus) (and) (&) (Klebsiella pneumonia) on laundry (in 16 minutes)

<sup>††</sup> compared to previous Lysol Laundry Sanitizer

<sup>†††</sup>Chlorine Bleach

<< MICROORGANISMS – must be identified by genus and species. Abbreviations may be included but must appear in (parens). >>

<< 15-minute Sanitization against Bacteria on laundry >>

Klebsiella pneumoniae (ATCC 4352)

<< 16-minute Sanitization against Bacteria on laundry >>

Staphylococcus aureus (Staph) (ATCC 6538)

<< LAUNDRY SURFACES– May be listed on product label in the singular or plural form >>

**Laundry surfaces**

(Baby) (Kids) clothes	(Gym) (Sports) (clothes) (garments)	Polyester (garments) (clothes)	Towel(s)
Bath rug	Linens	Polyester / Spandex (garments) (clothes)	Travel laundry
Bedding (Bed) Sheets	(Moist) (Sweaty) clothes (fabrics)	Rayon (garments) (clothes)	
Blouses	Nylon (garments) (clothes)	Shirts	Undergarments (Underwear)
Cotton (garments) (clothes)	Nylon / Polyester (garments) (clothes)	Socks	
Cotton / Polyester (garments) (clothes)	Pajamas	Swim wear	
Delicates	Pants	Synthetic fabrics (clothes)	^^in direct contact with skin
Fabrics^^	Jeans		

<< USE DIRECTIONS >>

(Peel here)

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

(For) Single Dose (use) (for) (all washing machine (types) (styles)):

Add (full) contents of (pack) (package) (sachet) to your fabric softener (drawer) (compartment) or directly to the rinse cycle.

For (Standard) (Top Load) Machine(s):

Add (150 mL) ((X) capful(s)) (each filled to (level) (line) (X) of the dosing cup) to the fabric softener (compartment) (drawer) (of the washing machine) or directly to your rinse cycle wash.

**[Place Holder for Dosing Cap Graphics]**

For (High Efficiency) (Front Load) Machine(s):

Add (100 mL) ((X) capful(s) each filled to (level) (line) (X) of the dosing cup) to the fabric softener (compartment) (drawer) (of the washing machine) or directly to your rinse cycle wash. (If total amount does not fit, add the remaining amount into the (compartment) (drawer) when rinse cycle wash begins.)

**[Place Holder for Dosing Cap Graphics]**

To Sanitize: add to rinse cycle and leave product in (contact) (rinse cycle) for 16 minutes.

**<< ADVISORY STATEMENTS >>**

Safety statements below refer to direct contact with concentrated product only and not with fabrics that have been washed. Not intended to be mixed with laundry detergents (in the main wash compartment) (or rinse cycle additives). Use this product in the rinse cycle exclusively.

Can be used on (most) (majority of) washable (fabrics) (materials). (Not intended for use on) (silk) (or) (wool).

Do not use on materials that cannot be washed in (a) washing machine(s).

**<< PRECAUTIONARY / FIRST AID / STORAGE & DISPOSAL >>**

**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**DANGER:** Corrosive. Causes irreversible eye damage. Do not get in eyes or on clothing. Avoid contact with skin. Wear protective eyewear (goggles/safety glasses). Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Remove and wash contaminated clothing before reuse. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals.

FIRST AID	
If in eyes	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>
If on skin	<ul style="list-style-type: none"><li>• Take off contaminated clothing.</li><li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	
NOTE TO PHYSICIAN	
<p>Probable mucosal damage may contraindicate the use of gastric lavage.</p> <p><b>Symptomology</b> – Exposure under normal and foreseeable use conditions, this product is not expected to produce severe morbidity. Normal use conditions may produce localized irritation of the skin and eye.</p> <p><b>Supportive Treatments</b> – If localized irritation occurs, flush the affected area with water.</p> <p><b>Antidote</b> – No known antidote is available. Gastric lavage may be contraindicated.</p> <p>Company contact information – Reckitt Benckiser LLC., Morris Corporate Center IV, 399 Interpace Parkway (P.O. Box 225), Parsippany, New Jersey 07054-0225</p> <p><b>Emergency telephone number (Medical) : 1-800-338-6167</b></p>	

**<< STORAGE & DISPOSAL >>**

**STORAGE AND DISPOSAL:** Store in areas inaccessible to children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Discard in trash or offer for recycling if available.

<< SYMBOLS >>

